



# OLDER

## WHICH DOG?

ESSENTIAL OLDER is our complete meal, specifically formulated for older dogs. Prepared with extra fresh chicken and duck, OLDER promotes optimal conditions for a high quality of life. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal is grain-free and follows our BOF principle.

## TIP

Dogs can start OLDER when at 2/3 of their expected life span.

## THE BOF PRINCIPLE

*Behavioural Optimizing Food* (BOF) is the principle of developing food to match your dog's natural diet. We've achieved just that. Our food ensures the stability of your dog's sugar levels. Its high fresh meat content stimulates instincts and our low preparation temperature means your dog gets the best nutritional values. Berries, seeds, and herbs mimic the contents of the prey's stomach and its size and consistency ensure the meal is chewed before being swallowed.

## COMPOSITION

Fresh and dried chicken, duck, salmon, trout, egg	65,0	%
Of which is fresh (% of whole recipe)	35,0	%
Vegetables, seeds, herbs, berries, fruit, vitamins, minerals	35,0	%
Protein	32,0	%
Fat	14,0	%
Minerals	8,0	%
Water	8,5	%
Omega6	2,2	%
Omega3	1,6	%
Calcium	1,7	%
Phosphorus	1,4	%
Glucosamine	0,09	%
Chondroitin	0,07	%

## IS THIS YOUR FIRST BAG OF ESSENTIALS?

With the first bag of ESSENTIALS comes a nutritional lifestyle change. Gradually phase in ESSENTIALS over 4-7 days, or make the change from one day to the next which works equally well.

The most important point is to adjust daily portions to

suit your pet. Overfeeding will result in softer stools. We therefore advise that you spend the first 2-3 weeks identifying the correct portion size. When your pet's stools are solid, and your pet feels satisfied, you have found the correct portion size. All you have to do now is enjoy all the benefits of ESSENTIALS.

**TIP:** Start by feeding your pet 10% less than usual and adjusting from there. You are always welcome to contact us for feeding advice and guidance.

## THE RECIPE

Fresh chicken and duck, dried chicken and duck, sweet potato, potato, peas, fresh salmon and trout, fresh whole egg, linseed, lucerne sprout, liver stock, pea fibre, vitamins, minerals, MOS, FOS, glucosamine\*, chondroitin\*, MSM\* (\*all from natural sources), cranberry, akai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger.

## PREPARATION TEMPERATURE

90 degrees (°C).

## BEST BEFORE

12 months from the preparation date.

Date, time and unique production number can be found at the top of the bag.

## STORAGE RECOMMENDATIONS

We recommend using the ESSENTIAL the FOOD BOX. The food should be stored in a cool, dry place (5-18 °C); away from direct sunlight and in an air tight container. This will ensure the last meal tastes as good as the first.

## ADVICE FOR OLDER DOGS WITH DISCERNING TASTES

In our experience the majority of older dogs find the taste of ESSENTIALS irresistible. Don't be surprised however if your dog doesn't finish his meal. This isn't due to taste, but because ESSENTIALS gives a fuller feeling, which your dog will get used to in time. If your dog is especially discerning, try pouring a little heated water over the meal. Alternatively stir in 1-2 spoonfuls of ESSENTIAL the OMEGA 3 OIL.

## RECOMMENDED RETAIL PRICE

Please contact your national distributor.



Organic Akai



Lucerne Sprout



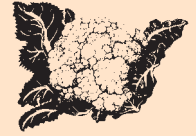
Apple



Blueberry



Carrot



Cauliflower



Ross & Cobb Chicken



Cranberry



Gressenham Duck



Egg



Ginger



Ginseng



Green Tea



British Grown Linseed



Marigold



Mulberry



Orange



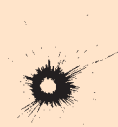
Pear



English Peas



Russet Potato



Probiotics



Rosemary



Scottish Salmon



Handpicked Seaweed



Spinach



Beauregard & Jewel Sweet Potato





Tomato



Salisbury Rainbow Trout



Vitamins & Minerals

 Kg	2kg	5kg	10kg	15kg	20kg	25kg	30kg	40kg	50kg	60kg	70kg	80kg
 24 h	45g	80g	140g	180g	225g	270g	310g	390g	465g	530g	600g	660g

Daily total amount. If necessary adapt to maintain ideal weight.